

Strategic Media Services - DC  
3299 K Street NW  
Suite 200  
Washington DC 20007

American Petroleum Institute/ Issue  
Submission Number 285 Issue 1



**WNCN-TV**  
1205 Front St.  
Raleigh, NC 27609

PHONE (919) 836-1717 FAX (919) 836-1747

Client:	American Petroleum Institute/ Issue	Submission Cost:	2725	Campaign Ref:	E:064100700
Buyer:	" "	Client/Product/Estimate:		Sales Rep:	HRP Washington, DC
Schedule Dates:	11/19/12 to 11/25/12	Weeks:	1	Order Ref:	06410070
Est./PO Number:	06410070	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Api Target 2012	Booking Group:	WNCN	Key Market:	Raleigh-Durham, NC
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	Nbr of Spots	11/19	Total	Cost
1	M-F 6a News M.W....	04	225	30 Comme	Nbr of Spots	2	2	450
2	M-F 7a Today Show ...T...	04	400	30 Comme	Nbr of Spots	1	1	400
3	M-F 6p News .T..F..	04	275	30 Comme	Nbr of Spots	2	2	550
4	Sat 7a Today Show .....S.	03	175	30 Comme	Nbr of Spots	1	1	175
5	Sun 8a Today Show .....S	03	200	30 Comme	Nbr of Spots	1	1	200
6	Sun 6p News .....S	03	200	30 Comme	Nbr of Spots	1	1	200
7	M-Su 11p News M.W....	05	375	30 Comme	Nbr of Spots	2	2	750
Weekly Totals: Total Spots(Ord Spots)						10	10	

Grand Totals

Month 11 Weeks: 4		11/19	
Totals	Spots	10	10
	Cost	2725	2725

Local

<b>Grand Totals:</b>		<b>Spots:</b>	<b>10</b>
		<b>Gross Total:</b>	<b>2,725.00</b>
		<b>Commission:</b>	<b>408.75</b>
		<b>Net Total:</b>	<b>2,316.25</b>

REP HEADLINE# 6410070  
\$\$\$ APPROVED ORIGINAL REV#0 \$\$\$

REP: TEL# 703-516-9399  
CREDIT ADVISORY: AGENCY  
ORDER WORKSHEET

FAX# 703-516-9680  
CREDIT RISK !!!  
HARRIS REPORT FROM STATION

NOV12/12 13.39  
\*\*\* WNCN-TV \*\*\*

ADV # ADV. NAME ISS/AMER. PETROLEUM INST.  
AGY # AGY. NAME STRATEGIC MEDIA SERVICES

3299 K. STREET NW, SUITE 200

WASHINGTON, DC 20007

REP. # OFF. # SALESMAN #

BUYER NAME STEPHEN SZOSTAK

SALES PRSN WA- MICK NESCI (H)

ORDER # CONTRACT # 6410070

CLASS: NATL. LOCAL REGIONAL

PRDCT API TARGET 2012 EST#3299 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES NOV19/12 NOV25/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE NOV12/12 13.39

REP: NEW ORDER  
TTL \$2,725 @10X  
PLEASE CONFIRM  
THANKS! KIM FOR MICK

CON CM AMERICAN PETROLEUM INSTITUTE — TARGET 2012

NOTICE: CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION

CONTRACT TOTAL \$2,725.00  
TOTAL SPOTS 10

REP HEADLINE# 6410070  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
NOV12/12 11.18  
\*\*\* WNCN-TV \*\*\*

ADV # ADV. NAME ISS/AMER. PETROLEUM INST. REP. # OFF. # SALESMAN #  
AGY # AGY. NAME STRATEGIC MEDIA SERVICES BUYER NAME STEPHEN SZOSTAK

3299 K. STREET NW, SUITE 200 SALES PRSN WA- MICK NESCI (H)  
WASHINGTON, DC 20007

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			600A-700A	30		\$225.00	11/19	11/21	2		M,W	2
AGENCY ADVERTISER CODE =												
AGENCY PRODUCT CODE =												
AGENCY EST# = 3299												
PROGRAM : 6AM NEWS												
CON COM1 : 6AM NEWS												
2			700A-900A	30		\$400.00	11/22	11/22	1		THU	1
PROGRAM : TODAY SHOW												
CON COM1 : TODAY SHOW												
3			600P-630P	30		\$275.00	11/20	11/23	2		TU,F	2
PROGRAM : 6PM NEWS												
CON COM1 : 6PM NEWS												

11/12

REP HEADLINE# 6410070  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

NOV12/12 11.18  
 \*\*\* WNCN-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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4			1100P-1130P	30		\$375.00	11/19	11/21	2		M,W	2
PROGRAM : 11PM NEWS												
CON COM1: 11PM NEWS												

5			700A-900A	30		\$175.00	11/24	11/24	1		SAT	1
PROGRAM : SAT TODAY												
CON COM1: SAT TODAY												

6			800A-900A	30		\$200.00	11/25	11/25	1		SUN	1
PROGRAM : SUN TODAY												
CON COM1: SUN TODAY												

7			600P-630P	30		\$200.00	11/25	11/25	1		SUN	1
PROGRAM : SUN NEWS												
CON COM1: SUN NEWS												

NOV/12 \$2,725.00

CONTRACT TOTAL \$2,725.00  
 TOTAL SPOTS 10

MARKET TOTALS \$34,062 WNCN 8% WRAL 45% WTVB 39% WRAZ 8% WRDC 0% WLFL 0% CABL 0%  
 SHARES ARE ESTIMATED

SVC- NSI BOOKS- NOV/11  
 DEMOS- RA35+\*

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b>
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I, Neil Williams  
do hereby request station time concerning the following issue:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

**Total Charges:**

This broadcast time will be used by: American Petroleum Institute

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☐ Yes
 ☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

American Petroleum Institute

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☐ an association; ☒ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

4/22/11

202-337-5700

Date
Signature
Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted
 ☐ Accepted in Part
 ☐ Rejected

\_\_\_\_\_  
Signature
\_\_\_\_\_  
Printed Name
\_\_\_\_\_  
Title